

Enlightened Self-Interest

THIS SPECIAL REPORT on the California Medical Association is intended to show how the CMA serves the interests of its members with a sophistication and an effectiveness which appear to be quite unique among professional associations.

Some time ago it became obvious enough that many if not most of the customary ways professional associations sought to serve the interests of their members were not working very well, particularly in the public arena. In some instances these efforts were indeed actually counterproductive. This seemed particularly true of professional associations in medicine. To put it bluntly, the self-interest of physicians could no longer be pitted against the self-interest of society with either success or impunity. New approaches and new techniques were clearly and urgently needed.

The CMA responded to this challenge and has pioneered many new approaches and new techniques to make a professional association more effective in today's society, and furthermore they seem to be working. CMA is finding scientific, highly professional and enlightened ways to better serve its members, their profession and the public. The scope and effectiveness of these activities should be more widely known.

In this final issue of CALIFORNIA MEDICINE before it becomes THE WESTERN JOURNAL OF MEDICINE, the editors present this Special Report on the California Medical Association and salute the CMA for what it is doing in the enlightened self-interest of the physicians of California, their patients and the people of this state. They also applaud the growing influence that this association is having on the national scene.